



# House of Representatives

General Assembly

**File No. 700**

*January Session, 2001*

Substitute House Bill No. 6958

*House of Representatives, May 9, 2001*

The Committee on Appropriations reported through REP. DYSON of the 94th Dist., Chairperson of the Committee on the part of the House, that the substitute bill ought to pass.

## **AN ACT CONCERNING THE CONNECTICUT-GROWN PROGRAM AND THE FARM WINE DEVELOPMENT COUNCIL.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Section 22-38a of the general statutes is repealed and the  
2 following is substituted in lieu thereof:

3 (a) The Commissioner of Agriculture shall establish and administer  
4 a program to promote the marketing of farm products grown and  
5 produced in Connecticut for the purpose of encouraging the  
6 development of agriculture in the state.

7 (b) The commissioner may, within available appropriations, provide  
8 a grant-in-aid to any person, firm, partnership or corporation engaged  
9 in the promotion and marketing of such farm products, if such person,  
10 firm, partnership or corporation incurs at least fifty per cent of the cost  
11 of such promotion and marketing, provided the words  
12 "CONNECTICUT-GROWN" [are] or the official Connecticut-Grown

13 logo adopted by the Department of Agriculture is clearly incorporated  
14 in such promotional and marketing activities.

15 (c) The Department of Agriculture shall produce and distribute  
16 advertisements that promote farm products produced or grown in the  
17 state. Said advertisements may be in the form of broadcast, electronic  
18 or print and may be placed in Connecticut or out-of-state markets.

19 (d) Any funds appropriated to this program may be used by the  
20 commissioner to support agricultural exposition events organized by  
21 the commissioner.

22 (e) The commissioner may adopt, in accordance with chapter 54,  
23 such regulations as [he] the commissioner deems necessary to carry  
24 out the purposes of this section.

25 Sec. 2. This act shall take effect July 1, 2001.

**ENV**      *Joint Favorable C/R*

APP

**APP**      *Joint Favorable Subst.*

The following fiscal impact statement and bill analysis are prepared for the benefit of members of the General Assembly, solely for the purpose of information, summarization, and explanation, and do not represent the intent of the General Assembly or either House thereof for any purpose:

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**OFA Fiscal Note**

**State Impact:** Cost

**Affected Agencies:** Department of Agriculture

**Municipal Impact:** None

**Explanation****State Impact:**

The legislation expands and changes the current Connecticut Grown promotional program administered by the Department of Agriculture (DAG). This bill requires that 50% of the cost of marketing or promotion be incurred by the grant recipient. The bill also requires the DAG to advertise to promote farm products and allows funds appropriated for the Connecticut Grown program to be used to support agricultural expositions. Funds in the amount of \$800,000 in FY 02 and FY 03 are provided in sHB 6668, the state budget, as favorably reported by the Appropriations Committee, for the Connecticut Grown program for grants and promotional activities. The current program has been receiving a \$15,000 a year appropriation.

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**OLR BILL ANALYSIS**

sHB 6958

***AN ACT CONCERNING THE CONNECTICUT-GROWN PROGRAM  
AND THE FARM WINE DEVELOPMENT COUNCIL.***

**SUMMARY:**

Under current law, the Department of Agriculture (DAG) can provide grants to individuals or businesses that promote and market Connecticut-grown farm products using the words "Connecticut-Grown" in their activities. This bill requires that the person or business incur at least half of the promotion and marketing cost to be eligible for the grant. It also allows the promotion and marketing activities to use the official DAG Connecticut-grown logo instead of the words "Connecticut-Grown."

The bill requires DAG to produce and distribute advertisements that promote Connecticut-grown or -produced farm products. The advertisements can be (1) in print, broadcast, or electronic form and (2) placed in Connecticut or out-of-state markets.

The bill allows DAG to use any funds appropriated for the Connecticut-Grown program to support agricultural exposition events it organizes.

EFFECTIVE DATE: July 1, 2001

**COMMITTEE ACTION**

Environment Committee

Joint Favorable Change of Reference  
Yea 27      Nay 0

Appropriations Committee

Joint Favorable Substitute  
Yea 51 Nay 0